

(date rec'd)
c. 1990 -
2000

STRATEGIC PLAN FOR A FEDERAL EMPOWERMENT ZONE

EXECUTIVE SUMMARY

INTRODUCTION

This plan has been prepared in response to a new Federal initiative known as Empowerment Zones and Enterprise Communities. It represents the culmination of six months of planning by a broad-based grouping of public, private and nonprofit sector agencies, organizations and individuals who are stakeholders in the nominated Newark Empowerment Zone. The three broad areas of need that our strategic planning group identified are jobs, family, and neighborhoods.

The following sections of this summary briefly highlight the major components of our Plan. Beneath each heading is a reference to the required elements of the Plan that are addressed under Subpart C of 24 CFR 570 Part 597.200 (d).

THE STRATEGIC PLANNING PROCESS

(d) (1-6)

The purpose of the planning process is to develop a strategic vision for change, and a set of goals, strategies and specific activities to realize that vision over a ten year period. Orientation meetings were initiated by the Newark City Business Administrator in December at which time a community-wide decision was made to initiate the EZ planning process.

Prominent in the early decision-making and throughout were the New Community Corporation, Newark's key CDC, and the Newark Fighting Back Program, which was requested by the Business Administrator to organize citizen planning and participation for the EZ process.

Numerous open, inclusive planning sessions were held over the next four months. Controversies occurred during the planning phase over the EZ boundaries and the balance between social services and economic development representation in the plan as it was being envisioned. These were resolved to the general satisfaction of the stakeholders in the process. In fact, the EZ map was unanimously approved by the strategic planning group.

The City of Elizabeth expressed interest in adding its industrial tract that borders Newark and includes parts of Newark Inter-

national Airport and Port Newark-Elizabeth. Due to its job-generating potential for Newark residents, the Strategic Planning Group approved the Elizabeth request.

Five task forces were established: economic development, to address jobs and employment opportunities; social services, and education, to address family stabilization; housing, and public safety, to address neighborhood revitalization. Coordinators and lead agencies for each of the EZ's eight neighborhoods and one industrial area, which includes Elizabeth census tract 301, were appointed.

MISSION STATEMENT AND OVERALL VISION

(d) (7 and 8)

The Strategic Planning Group discussed and debated its mission and overall, 10-year vision for the EZ. "Empowering a Community: Building on a History of People, Culture and Institutions" was chosen as a theme.

The mission of Newark's planning group is to realize our strategic vision through the application of human and financial resources to the identified needs of the EZ.

The vision decided upon by the group is of an area in which the quality of life of the residents has significantly improved, primarily through the reduction of dependencies, and the overall poverty rate has been consequently reduced.

ASSETS AND NEEDS ASSESSMENT

(d) (9 and 10)

The planning process identified a large number of assets and needs from which our strategic goals and activities follow. These appear in our socioeconomic profile of the city, our assessment of external and internal barriers to achieving our goals, and discussion of specific assets and needs. Major barriers include structural poverty and unemployment, which are linked to external factors such as disinvestment, discrimination and deindustrialization.

Assets include our strong service sector and corporate center status, unmatched location and transportation network (air, sea, rail, highway, mass transit) universities, arts and cultural institutions, community-based organizations, especially the New Community Corporation, sectarian institutions, and nonprofit foundations.

Needs are primarily for training and employment, educational opportunities, supporting families with effective social services, and creating revitalized, sustainable neighborhoods. We have further assessed our needs by neighborhood. A description of each of the EZ's eight residential neighborhoods and the industrial area including the Elizabeth tract is included in this section.

GOALS, STRATEGIES, ACTIVITIES, TASKS AND TIMETABLES

(d) (11-24)

The major element of the Plan is our statement of strategic goals, strategies and specific activities/tasks with SSBG budgets, timeframes, benchmarks, geographical distributions and descriptions that indicate what we plan to accomplish in each case. In each part of this section, we specify the goals and program options under which our activities are eligible to use the SSBG funds.

We have organized our goals/strategies/activities under the three major areas of employment, family support, and neighborhood revitalization. The first of these incorporates the plan of our economic development task force. The highlight of our job creation strategy is a brief economic analysis that projects a combined public-private impact of the EZ SSBG and related spending of at least \$390 million for the Newark area. With regard to employment, approximately 50,000 jobs would be created, with up to half in the EZ proper.

The second area incorporates the plans of our social services and education task forces. The major element of these is the Family Support Center System and Community Schools. In both cases, comprehensive support services would be offered at one site. The key difference is in the coordination and concentration of the services. We believe the comprehensiveness of the services that would be offered, and the careful planning that has gone into their design--including the consistency of the education activities with national "Goals 2000"--will make a significant, measurable difference in the lives of EZ residents over a ten-year period.

The third area incorporates the plans of our public safety and housing task forces, as well as supportive infrastructure improvements that will enable our revitalization efforts to be sustained. Our planning group and task forces considered public safety needs to be intertwined with community organization and sustainable neighborhoods. Therefore, a "neighborhood opportunities" activity is proposed to empower EZ residents at the block level. Our housing proposals are comprehensive and would leverage large lender commitments. Finally, our infrastructure activities would create jobs for EZ residents and minority businesses, and leverage public and private dollars at ratio of 4.5:1.

Immediately following this element is our accounting of the public, nonprofit and private resources that are available for use with the SSBG funds, or contingent on Newark's designation for the program. We calculate that approximately \$145 million in federal and \$94 million in state grants are committed to Newark; the entire amount has a direct or indirect impact on the EZ.

The current private commitment, which is continually increasing, is \$145-150 million. Job commitments now total approximately 12,000. The status of these commitments is documented in the appendixes to the plan.

The major sections of our implementation plan that follow our goals, strategies, activities and resources are:

- **Linkage and coordination across functional areas--jobs, family, and neighborhoods--in order to support our EZ vision.** (d) (11)
- **The partnerships that will be established to carry out the plan.** (d) (22)
- **Alterations, modifications, and waivers in federal and state regulations and statutes that will be necessary to carry out the plan.** (d) (17,18)
- **How state and city governments will reinvent themselves to carry out the plan, and how we will work together in new and responsive ways for the same purpose.** (d) (19, 20)
- **How the plan will be regularly modified to reflect new information and opportunities.** (d) (23)
- **Evaluations.** (d) (2)

Several appendixes with necessary, supportive information and documentation follow the plan.

We believe this "center-out" strategic plan, which is the product of an inclusive and collaborative community-wide effort, is complete and comprehensive in terms of both traditional strategic planning and the required elements specified at Subpart C of 24 CFR 597.200 (d).

Empowerment Zone Neighborhood Assessments

Eight neighborhood areas were delineated in the Newark EZ. An additional area, consisting of census tracts 98 and 301 (Elizabeth), was designated an industrial/airport/seaport "neighborhood." Each of these neighborhoods has unique characteristics around which strategies can be developed. These strategies will be used to foster institutionalization of the neighborhood areas. Strategies may include construction, design, community green areas, erection of walls, fences, or other neighborhood identifiers. In general, the neighborhoods were delineated in a way to reflect ongoing or potential economic development, social service or housing programs, or projects related to community-based, public-private partnership plans and responsibilities. For example, one neighborhood, subsequently named Clinton Hill, contains four census tracts where housing, education and economic development are the highest priority needs, and where the key community corporation--the Donald Jackson N.C.--has demonstrated its ability to function actively and effectively on behalf of the residents. Similarly, two census tracts where social services, public safety and economic development are the highest priority needs, were brought together and identified as the West Side Neighborhood Area. The International Youth Organization is the effective community organization in this area.

An Area Coordinator was selected for each of the eight neighborhoods, generally a representative of the community-based organization having the most significant responsibility and involvement in improving the quality of life there. The Area Coordinators then worked in close cooperation with the leaders of the Economic Development, Education, Housing, Public Safety and Social Services Task Forces to begin formulating the appropriate strategies and linkages for each area. These Neighborhood Areas are profiled below.

Neighborhood One: Weequahic Area

Nature of Neighborhood: The Weequahic Neighborhood, census tract 48.02, is located in the southeastern section of Newark. The neighborhood is a mix of industrial areas, large public housing complexes, and Weequahic Park, a large open-space recreation area operated by Essex County. There are scattered fast food and convenience stores in the industrial area along Frelinghuysen Avenue, but no significant retail / commercial corridors. There is one public elementary school in this neighborhood.

This neighborhood contributes established industrial activity and the potential for new job creation to the Zone. Also, the 311 acre Weequahic Park is the primary source of outdoor recreation opportunity in the Zone, with a golf course, soccer fields, and running track. The Park will contribute to economic revitalization by expanding its role as a host for regional sporting and recreational events. The inclusion of two major public housing complexes, Seth Boyden Court and Kretchmer Homes, will provide new opportunities and hope for the very-low income residents of public housing.

Demographics: The Weequahic Neighborhood has a population of 4,183, which is 8.4% of the Zone population. The neighborhood's population is primarily black (73%), with significant Hispanic presence (27%). The 1990 average household income was \$13,731, well below the Zone average of \$20,069. The neighborhood unemployment rate (per the 1990 Census) was 27.6%, above the Zone average of 20.2%. The elderly make up a significant portion of the neighborhood; 19% of population is 65 or over, vs. 10% for the Zone.

Anchoring and Service Institutions: The designated anchoring institution for this neighborhood is the Weequahic Park Association, Inc., which is a nonprofit organization whose main goal is the restoration of Weequahic Park. The Newark Housing Authority operates two major complexes within the neighborhood. Other service organizations that provide services to neighborhood residents are the International Youth Organization, the North Jersey Black Churchmen, the South Ward Cultural Center, Genesis Inc. (a program for adolescent African-American females), Quest/CYO (delinquency prevention services for male adolescents), First Class Champion Development Center (social services for adolescents focused around boxing), and Turning the Corner, Inc. (after-school tutorial and enrichment for children). Various senior citizens services and day care services are provided by the Housing Authority, Newark Tenants Council, and City of Newark.

City of Newark

Demographic Profile - Neigh. 1

Weequahic Neighborhood

TOTAL POPULATION		
(-) Population in Group Quarters		4,248
		65
	Subtotal:	4,183
DENSITY (Persons Per Sq. Mi.)		5,590
RACE		
White	547	13%
Black	2,976	73%
Other Race	578	14%
Hispanic (any race)	1,114	27%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	1,700	64%
High School Graduate	582	22%
Some College/College Degree	369	14%
PERSONS		
Persons Under Age 18	4,248	
Persons Over Age 65	1,027	25%
Persons Below Poverty	780	19%
	1,466	38%
HOUSEHOLDS		
Total	1,917	
In Family	913	48%
Female Householder	487	25%
Own Children Under 18	268	14%
Average Household Income		\$13,731
HOUSING		
Vacant	652	26%
Owner Occupied	141	6%
Renter Occupied	1,692	68%
Owners Paying >30% Income on Housing	111	7%
Renters Paying >30% Income on Rent	558	33%
EMPLOYMENT STATUS		
Labor Force		1,339
Participation Rate		42%
Employed	970	30%
Unemployed	369	11%
Unemployment Rate		27.6%

Source: U.S. Census, Table STF 3A, except for Population which is U.S. Census CPH-3 Series

Neighborhood One

Weequahic Area

Tract: 48.02



Neighborhood Rev: Clinton Hill

Nature of Neighborhood: The Clinton Hill neighborhood, census tracts 40, 54, 55 and 56, is located in the southwestern part of Newark. The neighborhood is primarily residential, with housing stock comprised mainly of 2 to 4 family units and single family homes. About three-quarters of households are renters. The neighborhood has 6 elementary schools and one public secondary school. There are also two small parks, a public library branch, and various churches. Retail / professional commercial corridors are located along Clinton Avenue and Bergen St. Although there are few industrial employers at present, a 50 acre area, known as the South Ward Industrial Park, will be developed as part of this strategic plan, for light manufacturing, warehousing, etc.

Demographics: Clinton Hill has 6,697 residents, 13.4% of the Zone population. Racial composition is 96% black, with only 2% of population of Hispanic origin. Average household income is \$28,682, above the Zone average of \$20,069. The unemployment rate (90 Census) was 16.4%, below the Zone average of 20.2%. The population is family-oriented, with 71% of households being family dwellings, vs. 61% for the overall Zone. The neighborhood is relatively young, with 65% of its population being under 35, and school age children comprising 23% of population.

Anchoring and Service Institutions: The designated anchoring institution for Clinton Hill is the Donald Jackson Neighborhood Corp., a successful community-based developer of affordable housing and service programs within the Clinton Hill area. Other service providers include The Young People's Institute, The Leaguers, the South Ward Cultural Center, a local unit of the YM/YWCA, and St. Ann's Emergency Family Residence. Three facilities offer temporary residence and / or services to troubled teenagers: The Ad House; Newark Foster Parents; and Newark Transitional Supervised Living. Day care and Head Start are offered by various churches and service organizations at 6 different centers within the neighborhood.

City of Newark

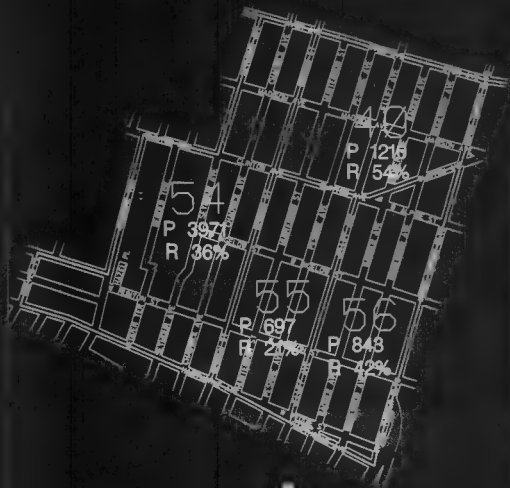
Demographic Profile - Neigh. 2

Clinton Hill Neighborhood

TOTAL POPULATION		9,721
(-) Population in Group Quarters		34
	Subtotal:	9,687
DENSITY (Persons Per Sq. Mi.)		75,540
RACE		
White	84	1%
Black	6,499	90%
Other Race	41	1%
Hispanic (any race)	263	3%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	7,105	80%
High School Graduate	787	20%
Some College/College Degree	595	20%
PERSONS	9,687	
Persons Under Age 18	2,218	23%
Persons Over Age 65	489	7%
Persons Below Poverty	2,832	29%
HOUSEHOLDS		
Total	2,122	
In Family	1,503	71%
Female Householder	539	40%
Own Children Under 18	612	20%
Average Household Income		\$20,000
HOUSING		
Vacant	196	9%
Owner Occupied	348	16%
Renter Occupied	1,741	76%
Owners Paying >30% Income on Housing	30	9%
Renters Paying >30% Income on Rent	880	27%
EMPLOYMENT STATUS		
Labor Force		2,542
Participation Rate		50%
Employed	2,109	47%
Unemployed	433	9%
Unemployment Rate		16.4%

Clinton Hill

Tract: 40, 54, 55, 56



Neighborhood Three: West Side

Nature of Neighborhood: The West Side neighborhood, census tracts 34 and 37, is located on the south-western edge of Newark's Central Ward. The neighborhood is mostly residential in character, the majority of housing stock being older, wood-frame buildings for 2 to 4 families. Seventy percent of occupied units are rented. There are about 150 lots in residential areas that are either vacant or contain an abandoned building. Many occupied houses are in need of renovation. There are two commercial strips along Avon Avenue and Springfield Ave., where businesses consist mainly of small stores and auto body shops. There are relatively few large employers; two large manufacturing companies are now in the process of relocating. EZ designation may help develop new uses and replacement jobs at these sites. One public elementary school serves this neighborhood, and a 31-acre county park provides active and passive recreational opportunities.

Demographics: West Side has 6,642 residents, 13.3% of Zone population. Racial composition is 88% black, with 8% of Hispanic origin. Average household income is \$23,351, above the Zone average of \$20,069. The 1990 Census unemployment rate was 16.8%, versus 20.2% for the Zone. Population is relatively young, with 36% under 18 (versus 30% for the Zone), and 34% under 65 (versus 30% for the Zone). Of all households, 27% are led by female parents with children under 18 (vs. 23% for the Zone).

Anchoring and Service Institutions: The designated anchoring institution is the International Youth Organization, a comprehensive social services agency. Other active service institutions include the Salvation Army, United Community Corporation, and Avon Avenue Churches Coalition. The Corinthian Housing Development Corp. is active in developing low-income housing in this neighborhood. Health care is provided at a Health Center for women and children operated by Tri-City Peoples Corp. Day care is provided by IYO, Tri-City, and two other groups.

neighbourhood three

CAPITAL 49

West Side

Tract: 34, 37



City of Newark

Demographic Profile - Neigh. 3

West Side Neighborhood

TOTAL POPULATION		3,796
(-) Population of West Side		100
	Subtotal	3,696
DENSITY (Persons Per Sq. Mi.)		3,696
RACE		
White	149	4%
Black	3,400	90%
Other Race	299	8%
Hispanic (any race)	308	8%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	1,587	42%
High School Graduate	873	23%
Some College/College Graduate	444	12%
PERSONS		
Persons Under Age 18	8,642	
Persons Over Age 65	1,381	36%
Persons Below Poverty	204	6%
HOUSEHOLDS		
Total	1,184	
In Family	745	63%
Female Householder	488	41%
Own Children Under 18	488	27%
Average Household Income		\$15,000
HOUSING		
Vacant	149	12%
Owner Occupied	516	43%
Renter Occupied	361	30%
Owners Paying >30% Income on Housing	54	4%
Renters Paying >30% Income on Rent	190	16%
EMPLOYMENT STATUS		
Labor Force		1,184
Participation Rate		40%
Employed	1,184	40%
Unemployed	212	8%
Unemployment Rate		18.3%

Neighborhood Four / Springfield / Belmont

Nature of Neighborhood: The Springfield/Belmont neighborhood, census tracts 39, 60, 62 and 66, is located in the southeast corner of Newark's Central Ward. The neighborhood is residential and densely populated, with 46 percent of housing in large apartment complexes having 20 or more units. These complexes include the Housing Authority's Stella Wright and Scudder Homes properties, and New Community Corporation's Douglass-Harrison complex. Eighty-six percent of all units in the neighborhood are renter occupied (versus 75t for the Zone). The neighborhood has six elementary schools, one junior high school, no parks, one community center, a swimming pool, and a recreational facility.

A commercial strip is located along Avon Avenue and Irvine Turnpike Boulevard. Neighborhood businesses include a small community mall, a mini-supermarket, take-out restaurants, laundromats, drug stores, tire repair / auto body shops, and other small retail stores. Various other small establishments, such as corner grocery stores, are scattered throughout the neighborhood. There is a paper and food products distributor, but large employers are generally lacking.

Demographics: Springfield / Belmont has 10,085 residents, 20.1 percent of total Zone population. Racial composition is 96 percent black, with 4 percent of population having Hispanic origin. The average household income is \$16,897, well below the Zone average of \$20,069. The unemployment rate of 18.6t was slightly better than the Zone's average of 20.2 percent. Households are relatively small with 2.5 persons per household. The population overall is fairly young. Fifty-eight percent of the population is under the age of 35; 21 percent of all residents are of school age.

Anchoring and Service Institutions: The lead anchoring organization in the neighborhood is the Newark Fighting Back Partnership, one of Newark's premier neighborhood partnerships and facilitators. Other leading institutions for Springfield / Belmont are New Community Corporation and the Newark Housing Authority. Associated with the Housing Authority are two neighborhood centers, the Felix Puld Neighborhood House and the Soul-O-House, and an active tenants association. There are also four churches and a private lodge. Although the neighborhood lacks any public health care facilities or services, it does have three senior service centers and seven day care facilities.

City of Newark

Demographic Profile - Neigh. 4

Springfield/Belmont Neighborhood

TOTAL POPULATION		10,272
(-) Population in Group Quarters		187
	Subtotal	10,085
DENSITY (Persons Per Sq. Mi.)		20,001
RACE		
White	63	1%
Black	9,944	99%
Other Race	404	4%
Hispanic (any race)	488	5%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	3,978	39%
High School Graduate	1,808	18%
Some College/College Degree	1,223	12%
PERSONS	10,431	
Persons Under Age 18	3,146	30%
Persons Over Age 65	1,331	13%
Persons Below Poverty	4,578	44%
HOUSEHOLDS		
Total	4,115	
In Family	2,353	57%
Female Householder	1,471	36%
Own Children Under 18	890	21%
Average Household Income		\$16,897
HOUSING		
Vacant	980	12%
Owner Occupied	119	3%
Renter Occupied	3,978	96%
Owners Paying >30% Income on Housing	N/A	N/A
Renters Paying >30% Income on Rent	1,808	45%
EMPLOYMENT STATUS		
Labor Force		80%
Participation Rate		49%
Employed	3,079	38%
Unemployed	702	9%
Unemployment Rate		23.5%

Source: U.S. Census, Table STF 3A, except for Unemployment which is U.S. Census DPH-2 Series

Neighborhood Four

Springfield/Belmont

Tract: 39, 60, 62, 66



Neighborhood Five: West Heights

Nature of Neighborhood: The West Heights neighborhood, census tracts 14, 29, 30, 31 and 32, is located in the heart of Newark, just west of its downtown and university areas. This neighborhood contains several key assets that will be critical to the success of the Newark strategic plan. West Heights is a varied neighborhood, as it includes large rental complexes, privately owned wood-frame houses having 2-4 units, the 46-acre University of Medicine and Dentistry / University Hospital complex, and the large, high-rise Bayes Homes public housing complex. The neighborhood has six public elementary schools, a private elementary school and science academy, and scattered retail stores, gas stations and mini-malls along West Market Street, Bergen Street, South Orange Ave. and Springfield Ave.

The UMDNJ complex is the largest employer, with over 3,000 workers. The New Community Corporation, Newark's oldest and most accomplished CDC, is based in West Heights, and employs 1,250 people, mostly within or adjacent to West Heights. The neighborhood otherwise has very little industrial employment. There is very little recreational or park space, although MCC is planning to construct a recreational center with adjacent outdoor activity space within the neighborhood. A new multiplex movie theater developed by a public/private partnership recently opened.

Demographics: The West Heights neighborhood has 9,693 residents, which is 19.4% of Zone population. Racial composition is 95% black, with 7% of population having Hispanic origin. The neighborhood has a normal proportion of elderly (10% are over 65; as in the overall Zone), but a larger portion of persons under 18 (36%, versus 30% for the Zone). The average household income is \$20,449, close to the Zone average of \$20,069. The percentage of housing units vacant is relatively high, 25% versus 15% for the Zone (this reflects the condition of the Bayes Homes complex, where only 250 of the total 1,200 units are currently inhabited). Also, the 90 Census unemployment rate was 20.7%, close to the Zone average of 20.2%.

Anchoring and Service Institutions: The designated anchoring institution for West Heights is the New Community Corporation. New Community and West Heights are a unique asset to the Zone; for a generation, MCC has been an affordable housing developer, comprehensive provider of social services and health care, and economic development entrepreneur.

The West Heights neighborhood is also home to the University of Medicine and Dentistry of New Jersey, the State's public university of the health sciences. Aside from its major role in education, research, and general and specialized health care at its University Hospital, UMDNJ is involved in community outreach throughout the

Some. These programs include health services and dental services, mobile vans, health education, etc.

Other service providers active in West Heights include the Protestant Community Centers and Turning the Corner, Inc. (an after-school program). Habitat for Humanity and United Cerebral Palsy are also developing housing, along with private developers. Day care is provided at eight sites, including two by NCC/Babyland Nursery, Inc., one Friendly Field Head Start center, an Urban League site, a Black-run site, etc.

City of Newark

Demographic Profile - Neigh. 5

West Heights Neighborhood

TOTAL POPULATION		10,167
(-) Population by Race		5.6
DENSITY (Persons Per Sq. Mi.)		9,600
		17,700
RACE		
White	199	2%
Black	9,878	98%
Other Race	8	0%
Hispanic (any race)	82	1%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	3,000	30%
High School Graduate	1,076	11%
Some College/College Graduate	1,061	11%
PERSONS	9,000	
Persons Under Age 18	3,000	33%
Persons Over Age 65	1,048	12%
Persons Below Poverty	4,000	44%
HOUSEHOLDS		
Total	3,392	
In Family	2,210	65%
Female Householder	1,543	48%
Own Children Under 18	867	28%
Average Household Income		\$10,440
HOUSING		
Vacant	4,122	41%
Owner Occupied	340	3%
Renter Occupied	2,008	67%
Owners Paying >30% Income on Housing	178	5%
Renters Paying >30% Income on Rent	1,801	48%
EMPLOYMENT STATUS		
Labor Force		3,580
Participation Rate		31%
Employed	2,839	40%
Unemployed		10%
Unemployment Rate		20.7%

Source: U.S. Census, Table STF 3A, except for Housing
which is U.S. Census CPH-3 Series

Neighborhood Five

West Heights

Tract: 14, 29, 30, 31, 82



Neighborhood Six: South Broad

Nature of Neighborhood: The South Broad neighborhood, which consists of census tracts 57, 59 and 67, is located in Newark's East Ward, south of the central business district. The area's housing is a mixture of wooden and stone structures, with large multi-family buildings having more than 20 units comprising 40 percent of neighborhood housing. Eight out of ten housing units are renter-occupied. The neighborhood has one public and one parochial school, two neighborhood community centers, and a community school of the arts. Both parks in the South Broad area are small, with few recreational activities for youngsters.

There are many small businesses and retail shops in South Broad, including restaurants, cafeterias, used car lots, auto body repair shops, a supermarket and a bank. The neighborhood includes a number of larger employers, especially Kresets Jewelry Factory, and also a manufacturer of paint and chemical products, a warehouse and several minority-owned law firms.

Demographics: South Broad neighborhood has 6,919 residents, 15.4% of the total Zone population. More than two-thirds (64%) is black, and Hispanics comprise more than a third (34%) of the total, the second largest concentration of Hispanics in the Empowerment Zone. Average household income in 1990 was \$16,310, well below the Zone average of \$20,059, and the unemployment rate was 23.2%, somewhat higher than the Zone average of 20.2%. More than six out of ten households were families, about on par with the overall Zone. The population is generally young; nearly six of every ten individuals were under the age of 35.

Anchoring and Service Institutions: The lead organization in the South Broad neighborhood is the St. Columba Neighborhood Club/El Club de Barrio. There are three substance abuse treatment and rehabilitation centers, one of which is particularly focused on the needs of Hispanics. The RITE program supports preventative activities for young people with disciplinary or drug related problems. The Lighthouse Mission helps the homeless as does the Justus Center, which has transitional housing for the homeless and for ex-offenders. Many churches provide food pantries, thrift shops and information and referral services. Services available for seniors include a Meals on Wheels program and a transportation and recreation service. There are two health care centers, one of which boasts the area's only drug store, and a health transportation service. Additional housing, health care and mental health services are badly needed in this area. Nine day care centers serve more than 450 children, although waiting lists are long at these facilities.

City of Newark

Demographic Profile - Neigh. 6

South Broad Neighborhood

TOTAL POPULATION		7,230
Population in Group Quarters		311
	SUBTOTAL:	6,919
DENSITY (Persons Per Sq. Mi.)		18,814
RACE		
White	1,260	17%
Black	4,672	64%
Other Race	1,373	19%
Hispanic (any race)	2,088	29%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	2,477	34%
High School Graduate	1,816	24%
Some College/College Degree	726	17%
PERSONS	6,919	
Persons Under Age 18	2,123	29%
Persons Over Age 65	286	4%
Persons Below Poverty	2,183	30%
HOUSEHOLDS		
Total	2,662	
In Family	1,615	61%
Female Householder	967	36%
Own Children Under 18	578	22%
Average Household Income		\$13,810
HOUSING		
Vacant	328	11%
Owner Occupied	266	9%
Renter Occupied	2,406	89%
Owners Paying >30% Income on Housing	161	57%
Renters Paying >30% Income on Rent	1,816	75%
EMPLOYMENT STATUS		
Labor Force		2,477
Participation Rate		49%
Employed	1,888	38%
Unemployed	574	11%
Unemployment Rate		23.2%

Source: U.S. Census, Table STF 94, except for Unemployment which is U.S. Census CPM-3 Series

Neighborhood Six

South Broad

Tract: 57, 59, 67



Neighborhood Service, Arts, Culture, and Education (ACE)

Nature of Neighborhood: The ACE neighborhood, census tracts 13, 15, 83, 84 and 85, is located on the border between the central and northern parts of Newark. As its name implies, this neighborhood is the "jewel box" of the Newark Empowerment Zone, as it contains two major university campuses, a restored brownstone historic district, the Newark Museum and Newark Public Library, and the future site for the New Jersey Performing Arts Center. The neighborhood also encompasses the northern part of Newark's downtown business district along Broad Street, and thus includes many retail businesses and offices. Major employers in this area include Mutual Benefit Life, Bell Atlantic, AT&T, and the Veterans Administration. The neighborhood further extends to include a large public housing complex (Maxter Terrace), a large subsidized housing complex (Georgia King Village), and an area of small, wood-frame multi-family houses.

There are several large industrial buildings once used for manufacturing, now mostly empty. There are several small urban parks, as well as playing fields within the campuses. There are two public elementary schools and two public high schools, as well as a private elementary academy. There is a wide variety of churches in both the downtown and residential areas. The planned the Science Park high-technology business complex is largely within the ACE neighborhood. Also, the K. Kormanian organization is developing part of its 1,400 unit market rate condominium complex within the neighborhood. Overall, this neighborhood encompasses a wide variety of need and resource contribution to the Newark Empowerment Zone.

Demographics: The ACE neighborhood has 9,563 residents, or 19.7% of the Zone population. Racial composition is 71% black, with significant Hispanic presence (15%). Residents of this neighborhood are predominantly between the ages of 18 and 65 (72%, versus 60% for the overall Zone). Both youth and elderly are under-represented. Average household income is \$21,685, slightly above the Zone average of \$20,069. The 1990 Census unemployment rate was 20.4%, about the same as the overall Zone (20.2%).

Anchoring and Service Institutions: The designated anchoring institution for the ACE neighborhood is the Community Agencies Corp. of New Jersey, a coalition of youth and social service organizations. A variety of other social service providers are active in this neighborhood, including the United Community Corp., Apostles House (a homeless shelter and food pantry), St. John's Church (meal program for homeless), Mt. Carmel Guild / Catholic Charities, etc. There are two senior multi-purpose centers, and six day care and child learning centers.

City of Newark

Demographic Profile - Neigh. 7

Arts, Culture & Education Neighborhood

TOTAL POPULATION		7,012
(-) Population in Group Quarters		2,367
		4,645
DENSITY (Persons Per Sq. Mi.)		9,563
RACE		
White	1,188	17%
Black	4,874	77%
Other Race	882	13%
Hispanic (any race)	1,090	16%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	3,872	55%
High School Graduate	888	13%
Some College/College Degree	1,863	27%
PERSONS	7,012	
Persons Under Age 18	1,804	26%
Persons Over Age 65	287	4%
Persons Below Poverty	1,388	20%
HOUSEHOLDS		
Total	1,788	
In Family	1,001	56%
Female Householder	881	30%
Own Children Under 18	888	22%
Average Household Income		\$21,888
HOUSING		
Vacant	381	21%
Owner Occupied	81	4%
Renter Occupied	1,718	89%
Owners Paying >30% Income on Housing	8	9%
Renters Paying >30% Income on Rent	788	46%
EMPLOYMENT STATUS		
Labor Force		2,372
Participation Rate		34%
Employed	2,285	47%
Unemployed	587	11%
Unemployment Rate		20.4%

Source: U.S. Census, Table STF 3A, except for population which is U.S. Census CPH-3 Series

Neighborhood Right: North Broadway

Nature of Neighborhood: The North Broadway neighborhood, which includes census tract 96, is located in the far northeast corner of Newark. The neighborhood consists of a mixture of one and two family and multi-family structures. The neighborhood is dominated by the Newark Housing Authority's large Walsh Homes complex. More than two-thirds of neighborhood housing is renter-occupied. North Broadway has a public grammar school, middle school and high school, along with several parochial schools. There are no designated parks in the neighborhood, but there is a recreational center, the Boys and Girls Club.

The area is mixed residential and commercial, with tracts of unused land that could be developed as affordable housing. Commercial activity is concentrated to the east of Broadway, with several strip malls and small mom-and-pop stores and a bank. Major area employers include a stone cutting plant and a sheet metal fabricating company. There are additional manufacturing facilities in the neighborhood that now stand unused.

Demographics: North Broadway has 3,764 residents, 7.8% of the Zone population. The population is 56% black and 41% of it is of Hispanic origin, the largest concentration of Hispanics in the entire Empowerment Zone. The average household income in 1990 was \$27,560, above the Zone average of \$20,069. The unemployment rate was 20.5%, roughly on par with the Zone's average of 20.2%. The proportion of households with families is high, 85 percent. Household size is generally large, with 4.3 people per family household. The neighborhood is relatively young; 67.8% of residents are under the age of 35.

Anchoring and Service Institutions: The lead organization in North Broadway is La Casa de Don Pedro, a successful Newark CDC which has taken a multi-faceted approach to community development in the tradition of New Community Corporation. The neighborhood boasts the headquarters of the New Jersey Historical Society with its library and special collections. Two day care providers are active, but there are no senior citizens centers. The area's main health care provider is to be found in the Newark Community Health Center. Social service providers include, in addition to La Casa de Don Pedro, the Youth Consultation Services, the North Ward Cultural Center, and the Boys and Girls Club.

City of Newark

Demographic Profile - Neigh. 8 North Broadway Neighborhood

- TOTAL POPULATION		3,859
(-) Population in Group Quarters		95
	Subtotal:	3,764
- DENSITY (Persons Per Sq. Mi.)		9,995
- RACE		
White	958	25%
Black	2,171	56%
Other Race	730	19%
Hispanic (any race)	1,586	41%
- EDUCATIONAL ATTAINMENT		
Less Than Complete High School	1,141	31%
High School Graduate	480	25%
Some College/College Degree	310	16%
- PERSONS	3,859	
Persons Under Age 18	1,413	37%
Persons Over Age 65	172	5%
Persons Below Poverty	1,466	38%
- HOUSEHOLDS		
Total	985	
In Family	837	85%
Female Householder	390	40%
Own Children Under 18	260	26%
Average Household Income		\$27,560
- HOUSING		
Vacant	164	14%
Owner Occupied	262	22%
Renter Occupied	751	64%
Owners Paying >30% Income on Housing	36	14%
Renters Paying >30% Income on Rent	298	40%
- EMPLOYMENT STATUS		
Labor Force		1,553
Participation Rate		60%
Employed	1,218	47%
Unemployed	315	12%
Unemployment Rate		20.5%

Source: U.S. Census, Table STF 3A, except for Population which is U.S. Census CPH-3 Series

City of Newark

Demographic Profile - Neigh. 9

Airport/Seaport

TOTAL POPULATION		2,026
(-) Population in Group Quarters		1,783
	Subtotal:	243
DENSITY (Persons Per Sq. Mi.)		174
RACE		
White	795	40%
Black	1,204	60%
Other Race	8	0%
Hispanic (any race)	431	21%
EDUCATIONAL ATTAINMENT		
Less Than Complete High School	1,209	70%
High School Graduate	404	23%
Some College/College Degree	109	6%
PERSONS	2,026	
Persons Under Age 18	22	1%
Persons Over Age 65	15	1%
Persons Below Poverty	22	9%
HOUSEHOLDS		
Total	127	
In Family	48	38%
Female Householder	4	3%
Own Children Under 18	4	3%
Average Household Income		\$32,575
HOUSING		
Vacant	19	17%
Owner Occupied	21	18%
Renter Occupied	74	65%
Owners Paying >30% Income on Housing	12	57%
Renters Paying >30% Income on Rent	25	34%
EMPLOYMENT STATUS		
Labor Force		170
Participation Rate		9%
Employed	134	7%
Unemployed	36	2%
Unemployment Rate		21.2%

Source: U.S. Census, Table STF 3A, except for Population which is U.S. Census CPH-3 Series

Neighborhood Nine

EXHIBIT 10

Airport/Seaport

Tract: 98, 301 (In City of Elizabeth)

